

5th Design & AI symposium

Return on Investment

Rendement op Investeren

Hosted by: Design & AI symposium

Project Information (EN)

Taking Stock: What has AI done for/to Design?

AI and AI hype have occupied our attention for far too long already. We are deeply invested. Countless hours have been spent on AI-generated content, chunks of pension money were converted into GPUs and data centers, and our minds are buzzing with an unhealthy mix of fear and lust for the capabilities of AI technology.

Yes, the design community might see a bright future but we need more clarity on what was gained and what was lost. After five years, we want to take stock of what AI means for design and the design community.

Please join us so we don't have to do this with chatbots.

Programme

The Design & AI Symposium 2026 is a full-day event from 9:00-18:30, starting with coffee/tea and a welcome from the organizers. Throughout the day we will host speakers, industry and academic sessions, community pitches, break-out sessions and a final panel. We will have lunch and network drinks together for memorable day in the midst of a busy, busy Dutch Design Week 2026.

09:00 Arrival with coffee
09:15 Welcome to the Symposium
09:30 Talk Luce Lupetti
10:15 Talk Robert Keus
11:15 Coffee break (Exhibition space)
11:30 Deep-dive: AI in Practice (Rabobank and more...)
12:45 Lunch
13:45 Workshop: AI and Education
13:45 Break-out: AI Delta Plan
15:00 Coffee (Exhibition space)
15:30 Lightning talks (sign up! [link](#))
16:00 Talk Simone Robutti
16:45 Panel discussion
17:30 Network drinks
18:30 It's a wrap

Projectinformatie (NL)

De Balans Opmaken: Wat heeft AI voor Design gedaan?

AI en de hype eromheen hebben onze aandacht al veel te lang in beslag genomen. We hebben er diep in geïnvesteerd. Talloze uren zijn besteed aan door AI gegenereerde content, grote delen van pensioengeld zijn omgezet in GPU's en datacenters, en onze hoofden gonzen van een ongezonde mix van angst en verlangen naar de mogelijkheden van AI-technologie.

Ja, de designwereld ziet misschien een rooskleurige toekomst, maar we hebben meer duidelijkheid nodig over wat er gewonnen en verloren is. Na vijf jaar willen we de balans opmaken van wat AI betekent voor design en de designwereld.

Doe met ons mee, zodat we dit niet met chatbots hoeven te doen.

Image List

Filename	Caption	Credit
designai001_1788189016.jpeg	Visual identity for symposium 2026	CLEVER°FRANKE
2024-event-photos-collage-design-ai_1788339399.jpeg	Collage of previous symposium	
5th-design-ai-keynotes-images002_1791813740.jpeg	Keynote Presentation Maria Luce Lupetti	
5th-design-ai-keynotes-images001_1791813777.jpeg	Keynote Presentation Robert Keus	
5th-design-ai-keynotes-images003_1791813832.jpeg	Keynote Presentation Simone Robutti	

The images above are included in the ZIP under /images.